

National Aeronautics and  
Space Administration



# EXPLORE SMALL BUSINESS

where small business makes a **BIG** difference

## OSBP Learning Series: Partnering with NASA

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Business Analyst

February 19, 2020

[www.nasa.gov](http://www.nasa.gov)

The background of the slide is a vibrant space-themed illustration. It features a large, dark blue planet with a prominent ring system in the upper left. Below it, a bright yellow sun or star is partially visible. In the center, a large, glowing blue and white nebula or galaxy structure is depicted. At the bottom, a satellite with solar panels is shown orbiting a blue and white planet. The overall color palette is dominated by blues, yellows, and whites, creating a cosmic atmosphere.

# Housekeeping

- We will take questions through the conference line at the end.
- If you have any questions during the presentation, please enter them into the chat box.
- Please keep your phones on mute when not speaking.
- Press \*6 to mute/unmute your line when asking your questions.



# Meet the Presenters

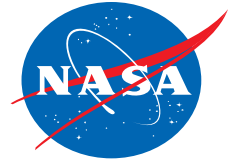


Joe Kroener is the Director of the NASA Partnerships Office within the HQ Mission Support Directorate.

He began his NASA career in 1990 as a procurement intern at Goddard Space Flight Center (GSFC). He went on to serve in several other capacities at Goddard and NASA HQ, including as a senior Contracting Officer and procurement manager at Goddard and Executive Officer and Director of the Procurement Audits Directorate for the NASA Office of Inspector General.

In his current role, Joe is responsible for providing Agency-wide guidance, operational support, advocacy, and training for domestic unclassified partnership agreements, as well as providing advisory and analytical decision support to the NASA Acquisition Strategy Council.

Joe has a B.S. in Finance from the University of Baltimore and an MBA from Loyola College in Maryland.



# Non-Procurement Partnerships with NASA

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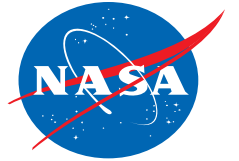
NASA Office of Small Business Programs (OSBP)  
Learning Series Webinar

February 19, 2020

Joe Kroener

Director, NASA Partnership Office

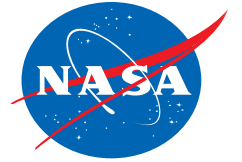




# What are Partnerships?

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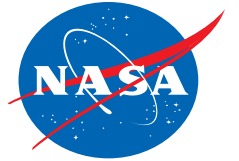
- ❑ NASA regularly engages in a wide range of activities with a multitude of external entities; in a broad sense, all of these activities can be considered “partnerships”
- ❑ The focus of this briefing is on non-procurement partnerships such as NASA Space Act Agreements (SAAs)
- ❑ An SAA is a specific type of partnership instrument done under NASA’s “other transactions” authority under the Space Act
- ❑ In addition to the Space Act, there are several other partnering authorities used by NASA, including the Economy Act, Commercial Space Launch Act, Federal Technology Transfer Act, and others



## What are Partnerships? (Cont'd)

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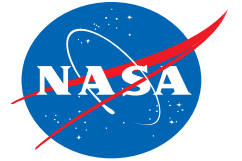
- NASA partnership agreements are typically one of the following types:
  - reimbursable (partner reimburses NASA, in full or in part, for access to unique NASA resources);
  - nonreimbursable (no exchange of funds collaborations); or
  - unfunded (NASA provides resources other than funding to the partner) to help advance a technology or area of interest relevant to NASA's missions
- Partnership agreements such as SAAs are not procurement instruments; NASA does not procure goods or services for the benefit of the Agency through partnership agreements



# Why Does NASA Engage in Partnerships?

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- ❑ Facilitates collaborative opportunities with domestic and international partners
- ❑ Helps NASA resolve gaps in technical capabilities that are important to meeting our mission objectives
- ❑ Supports U.S. economic innovation and industrial competitiveness
- ❑ Serves as a tool for meeting NASA's mandate under the Space Act of stimulating the "fullest commercial use of space" and transferring NASA-developed technologies
- ❑ Helps maintain essential NASA expertise and facilities
- ❑ Facilitates NASA's education and outreach goals

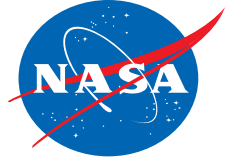


# Potential Benefits for the Partner

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- ❑ Access to unique NASA assets (e.g., specialized clean room, testing facilities/equipment) without having to incur a large capital expenditure
- ❑ Access to unique NASA technical expertise (e.g., specialized consulting and analyses), software, and licensing opportunities
- ❑ Opportunity to leverage resources by co-funding technology development of mutual interest, while retaining commercial IP rights to partner-developed technologies
- ❑ NASA brand recognition (although NASA does not *endorse* commercial products or services)

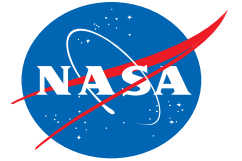




# With Whom Does NASA Partner?

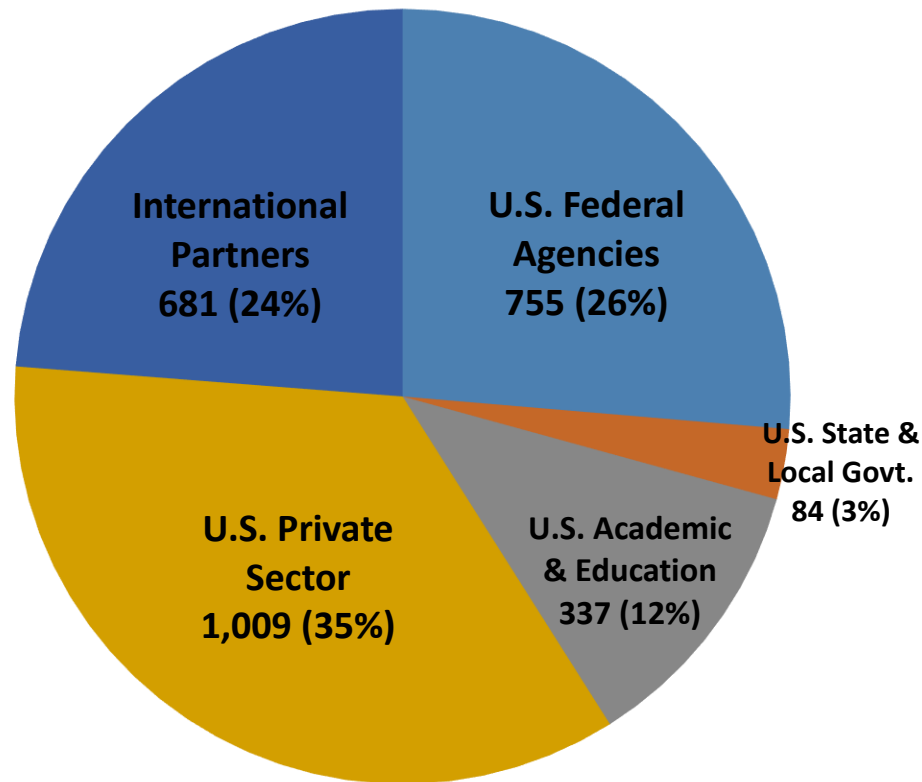
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- ☐ U.S. industry
- ☐ U.S. Federal agencies
- ☐ Research institutions
- ☐ Public outreach organizations (e.g., museums)
- ☐ State and local governments
- ☐ Colleges and universities
- ☐ Professional associations and non-profits
- ☐ Foreign entities (businesses, academia, research institutions, governments)



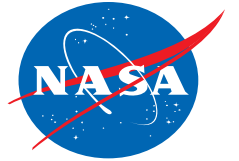
## NASA Partnerships Portfolio (Cont'd)

Number of Active Agreements and % of Total by Partner Segment



**The U.S. private sector is NASA's largest partner segment by # of agreements, accounting for more than a third of NASA's 2,866 active agreements.**

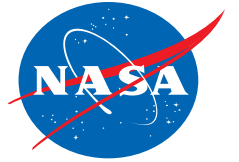
Source: NASA Partnership Agreement Maker (PAM) system and NASA System for International and External Relations Agreements (SIERA) database as of 9/30/2019



## Partnerships Trends & Future Focus Areas

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- ❑ The range of NASA partnership activities is increasingly diverse
- ❑ External partners and their capabilities are expanding; external partners continue to make breakthroughs in exploration technology and science in areas pertinent to NASA's missions
- ❑ Effective partnerships with all partner segments will be vital for successfully accomplishing NASA's missions, including the Artemis program and future exploration initiatives to Mars and beyond!
- ❑ NASA Partnerships Portal  
<http://www.nasa.gov/partnerships.html>



# Contact Partnerships

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- ❑ **Website:** <https://www.nasa.gov/partnerships.html>
- ❑ **Points of Contacts:**  
<https://www.nasa.gov/partnerships/contact.html>
- ❑ **Current Space Act Agreements:**  
<https://www.nasa.gov/partnerships/about.html>
  - Select: List of Agreements with Domestic Entities
- ❑ **Sample Partnerships:**  
<https://www.nasa.gov/partnerships/recent-partnerships.html>
- ❑ **Upcoming Events:**  
<https://www.nasa.gov/partnerships/opportunities.html>







# OSBP UPDATES

# Upcoming Webinars

Date	Topic	Guest
April 15, 2020	The Reboot of the NASA Mentor-Protégé Program	<b>David Brock</b> Small Business Specialist/Program Manager NASA Marshall Space Flight Center
June 17, 2020	The Ins and Outs of Bid Protest	<b>Lisette Washington</b> Attorney Advisors NASA Office General Counsel

## Outreach Events

February 26-27, 2020

**NASA Engagement Forum & Small Business Symposium at the  
Central Intercollegiate Athletic Association (CIAA)**  
Charlotte, NC

NASA Office of STEM Engagement  
Mr. Rod Chappell, [roderick.d.chappell@nasa.gov](mailto:roderick.d.chappell@nasa.gov)  
Ms. Sharon Fitzgerald, [sharon.g.fitzgerald@nasa.gov](mailto:sharon.g.fitzgerald@nasa.gov)

March 25, 2020

**Countdown to Success Supplier Summit and  
STEM Experience**  
Charleston, SC

NASA Office of Small Business Programs  
Ms. Truphelia Parker, [truphelia.parker-1@nasa.gov](mailto:truphelia.parker-1@nasa.gov)  
Ms. Renee Crews, [renee.crews@nasa.gov](mailto:renee.crews@nasa.gov)

April 21-22, 2020

**NASA HBCU/MSI Technology Infusion Road Tour  
at Morgan State University**  
Baltimore, MD

NASA Office of STEM Engagement  
Mr. Rod Chappell, [roderick.d.chappell@nasa.gov](mailto:roderick.d.chappell@nasa.gov)  
Ms. Sharon Fitzgerald, [sharon.g.fitzgerald@nasa.gov](mailto:sharon.g.fitzgerald@nasa.gov)

June 11, 2020

**Northwest Aerospace Defense Conference**  
Seattle, WA

NASA Office of Small Business Programs  
Ms. Truphelia Parker, [truphelia.parker-1@nasa.gov](mailto:truphelia.parker-1@nasa.gov)  
Ms. LaRia Land, [laria.b.land@nasa.gov](mailto:laria.b.land@nasa.gov)

## To learn more about the Small Business Program at NASA:



*<http://www.osbp.nasa.gov>*



202-358-2088



*[smallbusiness@nasa.gov](mailto:smallbusiness@nasa.gov)*



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OSBP Mobile, available on iOS and Android devices





## NASA SBIR AND STTR PROGRAM **SOLICITATION 2020**



Jan 21–Mar 20

The NASA SBIR/STTR Program's Phase I solicitation period is open from January 21 through March 20, 2020. For more information,

<https://sbir.nasa.gov/>